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(B) Amendments to the Claims

Please cancel claims 1-4, amend 9, 11-14, cancel 15-18 and add new claims 21-27 as follows:

1. (Cancel)
2. (Cancel)
3. (Cancel)
4. (Cancel)
5. (Allowed) A retractable hook assembly for mounting on a surface, comprising:
 - (a) a bracket member having a front side with a retracting groove, said retracting groove has two sides and has two positioning channels located on either side of said retracting groove, at least one positioning channel having a top side and a bottom side providing a cam surface, and a back side adapted for mounting on said surface; and
 - (b) an arm having two sides, a front side, a back side, a proximal end and a distal end, said proximal end having two cams on either side of said arm to engage said positioning channels whereby said cams engage said top side or cam surface of said positioning channels allowing said arm to extend to a maximum of 45° when said arm is in an extended position and said cam engages said bottom side or cam surface when said arm is in a retracted position;

wherein said front side of said bracket member is adapted to receive said arm into said retracting groove when in said retracted position thereby concealing said arm.

6. (Allowed) A retractable hook assembly as claimed in claim 5 wherein said back side of said bracket member further comprises a series of ribs providing additional strength to said bracket member.
7. (Allowed) A retractable hook assembly as claimed in claim 6 further comprising additional ribs to form said positioning channels and said cam surfaces, thereby engaging and restricting said cams when in either said extended or retracted positions.

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8. (Allowed) A retractable hook assembly as claimed in claim 7 wherein said retractable hook assembly holds up to 35 pounds.
9. (Amended) A retractable hook assembly as claimed in claim 4 5 wherein said distal end of said arm is adapted to receive a user's finger thereby allowing said user to extend said arm into said extended position.
10. (Original) A retractable hook assembly as claimed in claim 9 wherein said distal end of said arm has a pull tab shaped to accommodate said user's finger.
11. (Amended) A retractable hook assembly as claimed in claim 4 5 wherein said front side of said bracket member and said front side of said arm includes graphic that is visible when said retractable hook assembly is in said retracted position and said hook member is concealed.
12. (Amended) A retractable hook assembly as claimed in claim 4 5 wherein said retractable hook assembly is manufactured from plastic, resin, wood, metal or composite material.
13. (Amended) A retractable hook assembly as claimed in claim 4 5 wherein said surface is a wall, door or vertical surface.
14. (Amended) A retractable hook assembly as claimed in claim 4 5 wherein said distal end of said arm is hook shaped thereby being parallel to said bracket member when said arm is in said extended position.
15. (Cancel)
16. (Cancel)
17. (Cancel)
18. (Cancel)
19. (Allowed) A retractable hook assembly for mounting on a surface, comprising:
 - (a) a bracket member having a front side with multiple retracting grooves, said retracting grooves each has two sides and two positioning channels located on either side of each of said retracting grooves, each retracting groove having at

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least one positioning channel having a top side and a bottom side providing a cam surface, and a back side adapted for mounting on said surface; and

- (b) multiple arms each having two sides, a front side, a back side, a proximal end and a distal end, said proximal end having two cams on either side of said arm to engage said positioning channels whereby said cams engage said top side or cam surface of said positioning channels allowing said arms to extend to a maximum of 45° when said arms are in an extended position and said cams engage said bottom side or cam surface when said arms are in a retracted position;

wherein said front side of said bracket member is adapted to receive said arms into said retracting groove when in said retracted position thereby concealing said arms.

20. (Allowed) A retractable hook assembly as claimed in claim 19 further comprising additional ribs to form said positioning channels and said cam surfaces thereby engaging and restricting said cams when in either said extended or retracted positions.
21. (New) A retractable hook assembly as claimed in claim 19 wherein said retractable hook assembly holds up to 35 pounds.
22. (New) A retractable hook assembly as claimed in claim 19 wherein said distal end of said arms are adapted to receive a user's finger thereby allowing said user to extend said arms into said extended position.
23. (New) A retractable hook assembly as claimed in claim 22 wherein said distal end of said arms have pulls tab shaped to accommodate said user's finger.
24. (New) A retractable hook assembly as claimed in claim 19 wherein said front side of said bracket member and said front side of said arm includes graphic that is visible when said retractable hook assembly is in said retracted position and said hook member is concealed.
25. (New) A retractable hook assembly as claimed in claim 19 wherein said retractable hook assembly is manufactured from plastic, resin, wood, metal or composite material.

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26. (New) A retractable hook assembly as claimed in claim 19 wherein said surface is a wall, door or vertical surface.
27. (New) A retractable hook assembly as claimed in claim 19 wherein said distal end of said arms are hook shaped thereby being parallel to said bracket member when said arms are in said extended position.